

Mail Stop AF

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In Re: Patent Application of Michael A. Plotnick**

Conf. No.: 5480 : Group Art Unit: 2621  
Appln. No.: 10/006,874 : Examiner: Nguyen, Huy Thanh  
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10

Title: Alternate Advertising in Prerecorded Media

AMENDMENT AFTER FINAL

This paper is being filed in response to the *Ex Parte Quayle* Action dated November 11, 2006.

Please amend the above-identified patent application, without prejudice, as follows: